DIVERSITY IS
MEDIA KIT 2020

diversityIS.com
From the publishers of INSIGHT Into Diversity, the oldest and largest diversity and inclusion magazine in higher education, comes DiversityIS, the only magazine focused on diversity and inclusion in K-12 schools and districts.

In DiversityIS, we will highlight the efforts of K-12 school educators, administrators, organizations, and other leaders across the country who are dedicated to increasing diversity, equity, and access in K-12 education as well as ensuring more inclusive environments for students and employees.

Our goal is to engage readers through insightful articles about the most pressing issues facing K-12 schools today — from diverse faculty recruitment to the challenges faced by underrepresented students — and provide practical information, best practices, and resources that can be used in classrooms and across campuses.

Highly qualified professionals from all underrepresented groups who are interested in a K-12 school career can find open job opportunities with employers that understand the value diversity and inclusion bring to their workforce. School and district employers are able to post open positions on our online job board to find diverse and talented professionals.
On the DiversityIS website, you can expect to find a variety of engaging and informative topics covered in sections such as:

- **Bulletin Board**: Brief overview of news stories and hot topics
- **Teacher’s Toolkit**: Tools to make classrooms more inclusive
- **Reading List**: Synopses of educational diversity- and inclusion-related literature
- **In the Classroom**: Practices for teaching diverse K-12 students
- **Feature Articles**: Reports, exposés, and research on best practices in K-12 schools; diversity and inclusion issues; classroom and administrative effectiveness; climate and culture; and more
- **College Prep**: Examination of efforts to prepare underrepresented students for success in college
- **Q-and-A**: Interviews with diversity and inclusion leaders
- **Community Outreach**: Schools’ efforts to give back to their communities
- **Curriculum Corner**: Lesson plans and strategies to make course content more inclusive
- **Student Resources**: Infographics and other materials to aid students in their learning
- **College Bound**: Feature on diverse and inclusive colleges and universities that are committed to recruiting and ensuring success for underrepresented students and employees
- **Historical Perspective**: Important diversity and inclusion milestones and events
- **Student Voice**: Insight from K-12 students about diversity and inclusion topics
- **And more!**
DiversityIS boasts a wide and significant readership that includes leaders in K-12 schools, higher education, nonprofit organizations, and beyond. Our subscribers include but are not limited to the following:

- Leadership
- Administrators
- Chief diversity officers
- Faculty
- College counselors
- Human resources
- Marketing
- Guidance counselors
- Accrediting agencies
- Colleges of education administrators, faculty, and students
- Higher education diversity administrators
- K-12 nonprofit organizations and their members
Read our editorial board members’ biographies at DiversityIS.com/editorial-board
DiversityIS Print Advertising

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DiversityIS Career Center Advertising

Single Job Postings

- 60-Day Job Posting: $299
- Premium Posting: $469
- Ultimate Recruitment Posting: $869

- Remains High in Search Results
- Highlighted to Stand Out

Bulk Job Posting Packages

- 5 Pack of 60-Day Job Postings: $1,349
- 10 Pack of 60-Day Job Postings: $2,399
- One Year of Unlimited Job Postings*: $3,299
- One Year of Unlimited Job Postings*: $3,999

*Daily job scraping service is available for an additional one-time fee of $500

DiversityIS Website Banner Advertising

- Homepage Banner Ads
  - Rate: $595 for 30 days
  - Rate: $995 for 60 days
  - Specs: 279 x 785 pixels

- Inner Pages Banner Ads
  - Rate: $150 for 30 days
  - Specs: 728 x 90 pixels

DiversityIS Newsletter Advertising

- Newsletter Banner Ads
  - Our weekly e-Newsletter is sent to subscribers on Thursday of each other week. We also send out frequent promotional emails for events and offers that you can also purchase ad space in.
  - One placement: $300
  - Specs: 305 x 250 pixels
INSIGHT Into Diversity magazine, also published by Potomac Publishing, Inc., is the oldest and largest diversity magazine and website in higher education today. For over 40 years, INSIGHT Into Diversity has connected potential employees with institutions and businesses choosing to embrace a workforce more reflective of our local and national communities.

Employers advertising with INSIGHT Into Diversity magazine reach hundreds of thousands of readers per issue. In addition, more than 300,000 people visit our website monthly.

The magazine strives to advance the national conversation about diversity and inclusion through thought-provoking articles on current trends and relevant news; interviews with innovators, thought leaders, and experts; explorations of best practices; and profiles of successful programs and initiatives. We hope to engage readers with the goal of achieving a more inclusive culture on both academic and corporate campuses.

In 2012, INSIGHT Into Diversity created the Higher Education Excellence in Diversity (HEED) Award, which recognizes colleges and universities that demonstrate an outstanding commitment to diversity and inclusion across their campuses.

The HEED Award — open to all colleges and universities across the U.S. and Canada — measures an institution’s level of achievement and intensity of commitment with regard to broadening diversity and inclusion on campus through initiatives, programs, and outreach; student recruitment, retention, and completion; hiring practices for faculty and staff and more.

INSIGHT Into Diversity Diversity Champions, rank in the top tier of HEED institutions and exemplify an unyielding commitment to diversity and inclusion throughout their campus communities, across academic programs, and at the highest administrative levels.

Known for visionary leadership, Diversity Champions are institutions that set the standard for thousands of other U.S. colleges and universities striving for diversity and inclusion. They develop successful strategies and programs, which then serve as models of excellence for other institutions. Diversity Champion schools exceed everyday expectations, often eclipsing their own goals.

For more information, visit insightintodiversity.com.

Viewfinder was created by the only trusted source for diversity and inclusion information in higher education, INSIGHT Into Diversity magazine.

Viewfinder Campus Climate Surveys for Students, Administrators, Faculty, and Staff

Understanding your campus’s climate is an important step toward ensuring your institution’s future success — and that of your students and employees. Viewfinder Campus Climate Surveys are designed to help colleges and universities measure and assess both their strengths and weaknesses around diversity and inclusion efforts for students, faculty, staff, and administrators. They provide insight into what shapes the experiences and perceptions of diverse individuals on campus to help institutions create an environment where everyone feels safe, welcome, valued, and respected.

We, like you, are committed to ensuring that all students and employees on college campuses have the opportunity to live, learn, and work in a supportive and equitable environment.

For more information, visit viewfindersurveys.com.
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THE DIVERSITY AND INCLUSION RESOURCE FOR K–12